

Job Profile:

Head of Communications & Engagement

OCTOBER 2023



Improving evidence | Strengthening systems | Transforming lives



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CHIEF EXECUTIVE'S INTRODUCTION



Dear candidate,

I am delighted that you are considering applying for the role of Head of Communications & Engagement with Education.org.

Operational since 2020, we are a young, independent non-profit Foundation whose sole purpose is to make existing evidence easier for education leaders to access and use. Supported by a visionary co-investor collective, we're already seeing clear and concrete results from governments using our evidence and tools.

Our new 'Strategy 2023-2028 – Ready for Lift Off!' sets out ambitious targets for in the next phase of our growth, in which we aim to build on the lessons we have learnt, further systematise our work, and invest in scaling up our activities to expand our impact. This means we need to expand our existing, dynamic team who are working together but based in Europe, Africa and North America.

Distinctive Communications and Engagement have been critical factors leading to our impact so far, and maturing these early activities into a robust and effective function will be a cornerstone of our progress. The successful candidate will find this challenge attractive and is expected to bring passion, dedication, creativity, and innovation to this role. I hope that you will want to join us on what promises to be an exciting, stimulating and deeply satisfying journey that will make a difference to the educational outcomes and life chances of millions of children. I hope this opportunity appeals to you, and I very much look forward to hearing from you!

Randa Grob-Zakhary

Founder & CEO

Welcome to Education.org:

Improving evidence

Strengthening systems

Transforming lives

Our Mission is: **‘To improve the learning of every child and young person by helping leaders access and use the best evidence to guide their national policies and plans’.**

We believe it is not a lack of new evidence, but the inability to use what we know, that lies at the heart of the global education crisis.

Our novel **Education Evidence Pathway** bridges this ‘knowing-doing’ gap, by synthesising existing research and distilling **actionable insights** for leaders.



Improving
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THE CHALLENGE:

Education
empowers people
and societies, but
...

A wealth of
**EVIDENCE AND
EXPERIENCE** is
NOT BEING USED
by policymakers and practitioners

260 MILLION
children are not in school

Education reforms are
NOT SCALING UP

At least
**ONE IN FIVE
CHILDREN**
is not reached by
**TRADITIONAL
SCHOOLING**

7 IN 10

Children are not
achieving
basic literacy
& numeracy

The world is not on
track to achieve

SDG 4

Covid-19 is widening
**LEARNING
DISPARITIES**
especially among girls
and those with learning
differences

EDUCATION.ORG'S RESPONSE TO THE CHALLENGE



We've developed and tested a novel approach – our '**Education Evidence Pathway**' creates great **value for leaders** from **existing, unused evidence**.



Our prototypes have earned the **validation of education decision-makers** and media leaders worldwide.



Our **independent, unbiased analysis** has **influenced education policies** in an estimated 90 countries and international organisations.



Based in **Africa, Europe & North America**, our growing **team has deep expertise** in education policy, evidence synthesis, knowledge translation, and executive decision making.



We've achieved **tangible results** with our pioneer country partners in Kenya & Sierra Leone and now plan to **expand our work** to many more countries.



Despite numerous support activities offered by other organisations, Education.org receives **consistently positive feedback** from leaders that our work **distinctively** meets a critical need.



Improving evidence | Strengthening systems | Transforming lives



EDUCATION.ORG'S RESPONSE TO THE CHALLENGE

Some of our major communications, outreach and engagement publications and achievements so far include:

- We published our [White Paper on 'Calling for an Education Evidence Bridge'](#) in September 2021
- We published [our first evidence synthesis and accompanying High-Level Policy Brief on Accelerated Evidence Programmes](#) in 2022.
- We garnered widespread [international media attention](#) for the synthesis and brief across the world
- We launched our [International Working Group in Nairobi, Kenya](#), in June 2023 dedicated to developing new guidance on how researchers and policy-makers can classify, identify and appraise evidence that is usually ignored or under-used, particularly that generated in Low- and Middle-Income Countries.
- We published our new [Strategy 2023-2028](#), setting out our ambitious organisational goals for the next five years in July 2023.
- Our [Annual Report 2022-23](#), published in September, shows the achievements and impact we have made in the last 12 months, including of our country programmes in Kenya and Sierra Leone.



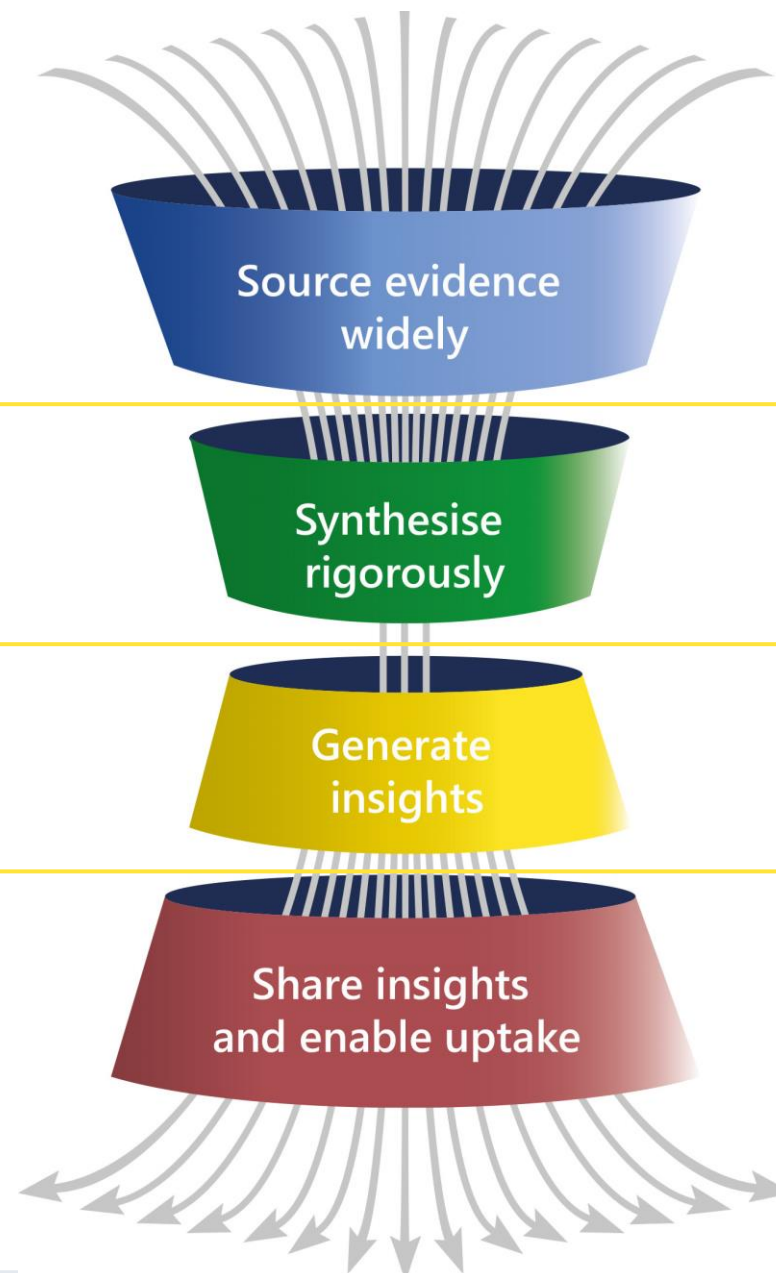
HOW OUR 'EDUCATION EVIDENCE PATHWAY' WORKS

Source widely: We work with education leaders to define their priorities, then source the most relevant evidence globally, including locally-generated, previously-underused & unpublished 'grey' literature.

Synthesise rigorously: Create a coherent picture from the mass of evidence and findings, appraising sources for quality, relevance & context, distilling key conclusions.

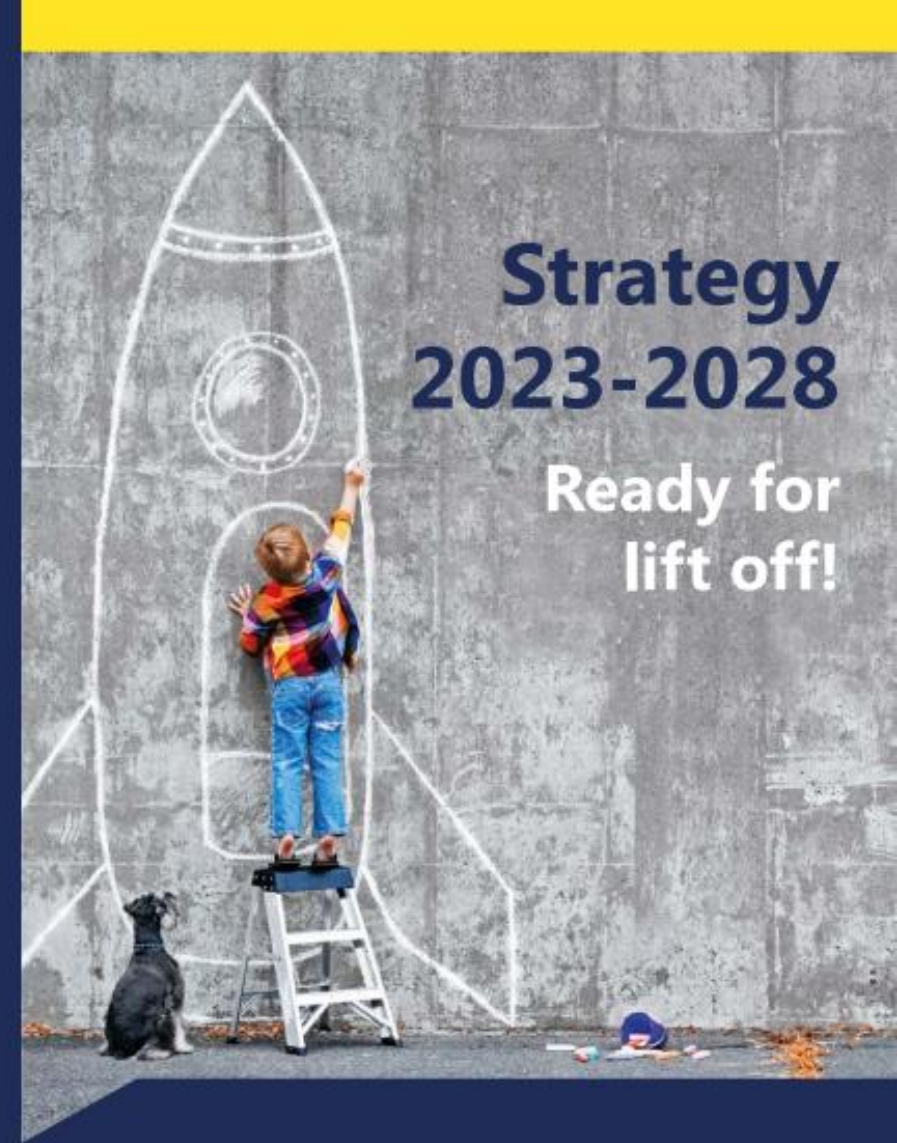
Generate insights: Translate findings into plain-language actionable insights for leaders to use in national, regional and global education policies, plans and investments.

Enable uptake: Share guidance with decision makers, including in-person at ministerial level. Support governments to strengthen professional skills and institutional systems, ensuring effective, sustainable evidence use.



WHAT'S NEXT: EDUCATION.ORG'S NEW STRATEGY

- In our first three years, **we have validated our concept and approaches and achieved concrete impact.**
- **We want to continue to be a 'constructive disruptor',** shaking up the status quo for the world's children by offering innovative approaches and solutions, and living up to **our Guiding Principles of Independence, Transparency, Collaboration, Inclusion, Agility and Impact Focus.**
- In the next three years, **we aim to build on the lessons we have learnt, further systematise our work, and invest in scaling up our activities and impact.**
- We have established **a new Strategy 2023-2028**, with three Strategic Goals to guide our growth and focus our impact.



OUR STRATEGY FOCUSES ON THREE AMBITIOUS GOALS

PHASE 1

Proof of Concept &
Constructive Disruption

2020- 2023

PHASE 2: JULY 2023 - 2026

Transformative Movement & Pioneering Culture

Goal 1: Establish an Evidence Synthesis Gold Standard for Education System Leaders

By pioneering and promoting a new method specifically for leaders shaping decisions about education systems around the world; and providing syntheses and policy papers addressing the most important issues they face.

Goal 2: Catalyse a Transformation in the Way Education Leaders Work with Evidence

Through deep partnerships and targeted professional development within Ministries of Education, we will foster stronger institutional commitment and capacity to put evidence at the centre of decision making.

Goal 3: Lead a Global Movement to Build an Education Knowledge Bridge

By forging a network of individuals and partnering with organisations who share our commitment to evidence-informed policymaking.

PHASE 3

Global Reach & Scale

2026- 2030

THE ROLE

PURPOSE OF THE JOB

Communication to and engagement with senior education policy makers around the world is at the heart of what Education.org is and does. We are looking for an experienced professional who will bring dynamism, innovation, drawing best practice from other sectors into the way Education.org works with and influences those leaders; translates its knowledge into actionable insights for them; and grows our profile, brand and communications outreach across the world. This is a job for someone with creativity, drive and passion for our mission, someone with a strategic mindset but an outstanding writer who will roll up their sleeves and get stuck into every facet of leading Education.org's external and internal communications, knowledge translation, dissemination, media outreach, multi-lingual strategies, branding, marketing and events, ensuring that they are provided in an effective and efficient manner to support the substantial organisational impact and growth we are aiming for in the coming years.

MAIN ACTIVITIES AND RESPONSIBILITIES

Senior Leadership

- As a member of the Senior Management Team, support the Chief Executive Officer (CEO) and contribute to the organisational management of Education.org and successful implementation of its *Strategy 2023-2028* and future organizational goals and objectives.
- Lead the Communications & Engagement Department, developing and managing team plans in support of strategic objectives.
- Contribute to Education.org's budget planning processes, and manage the resources associated with the Communications & Engagement portfolio effectively.

Communications

- Develop and execute an ambitious, imaginative and effective communications plan for Education.org, including direct leadership and delivery through the Communications & Engagement Team and other Education.org staff.
- Provide strategic leadership for all Education.org's external communications activities, including development, promotion and use of its digital communications (organisational website and social media); press, media and public relations.

- Lead and advise on Education.org's digital content for usability and impact.
- Lead communications support for Education.org's country programmes.
- Lead Education.org's internal communications efforts, creating a better-informed network of staff, contributors and supporters through the establishment of a unified, coherent and consistent set of mechanisms and messages.

Advocacy, Partnerships & External Affairs:

- Support the development and implementation of Education.org's engagement and collaboration with key strategic partners, and its process of insight development across key target audiences, so that the organisation is focused and effective in our efforts to engage and influence them across all our communications.
- Develop Education.org's strategic approach to advocacy for an 'Education Knowledge Bridge' (see [Education.org's White Paper](#) for more details), the role of key internal and external stakeholders, support to appropriate education-related policy positions; and the expected results.
- Identify and coordinate Education.org's opportunities and execution of its advocacy at African and international meetings and fora, and through expert or advisory groups, joint projects, or communication channels provided by external partners.

Knowledge Translation

- Working closely with other members of the Senior Leadership Team, lead the development of Education.org's Knowledge Translation Strategy, and its subsequent implementation.
- Provide timely and appropriate Knowledge Translation advice and support to the Education.org team.
- Lead implementation of Education.org's multi-lingual activities.

Branding, Marketing and Events

- Lead central leadership and support for Education.org events.
- Lead all Education.org marketing and brand communications and initiatives.
- Provide advice to the CEO on upholding and improving the organization's reputation and brand, including developing the organization's brand strategy and application.

Other Duties

- Ensure that the Education.org team is equipped to communicate with confidence about our vision, mission and the impact our evidence has on education policy and practice.
- Undertake any other duties considered appropriate.

THE PERSON

Essential

Desirable

Qualifications	<ul style="list-style-type: none"> A degree in communications, education, political science, international relations or a related field; or commensurate high-level work experience. 	
Knowledge & Experience	<ul style="list-style-type: none"> At least three years' senior leadership experience heading a Communications, Knowledge Translation or Advocacy and External Affairs Department. An excellent working knowledge of the media, social media and digital communication tools and technologies. Demonstrable experience designing, leading and managing major communications, external relations or knowledge management projects or initiatives, including online. Experience in developing communication and branding strategies and implementing them. Experience of marketing, advocacy and promotional campaigns preferred. Demonstrable experience of change management, project management and performance management, preferably with geographically-dispersed and multi-functional teams. Demonstrable experience developing partnerships. Experience related to all aspects of the planning and organising of meetings, workshops and conferences. 	<ul style="list-style-type: none"> An excellent understanding of Communications, Advocacy, Engagement (and preferably Knowledge Translation) approaches and methodology. Knowledge and understanding of education policy issues. An understanding of qualitative and/or synthesis review methods. Experience of dealing with reputational risk and managing crisis communications.

THE PERSON

Essential

Skills & aptitude

- Ability to influence, direct, motivate and communicate with internal and external people at the highest level.
- Excellent writing and presentational communication skills in English, including the ability to produce written material appropriate to policy-makers.
- Ability to critique copywriting for publications, press releases and online information, ensuring the Education.org team delivers the highest standards of clear writing, even relating to complex and technical information.
- Excellent interpersonal skills (both verbal and written), experience in working with international cross-cultural teams, and a collaborative management style.
- Comprehensive problem-solving skills, ability to work independently under general direction, willing and able to work in a self-directed way.
- Time management skills and ability to work flexible hours as needed.
- A flexible and collaborative approach to work.
- Ability to work independently and as part of a team.
- Accuracy and attention to detail.
- Ability and willingness to learn new skills.

Other

- Willingness to undertake limited travel nationally and internationally, if needed.

Desirable

- Knowledge of French, Portuguese, Arabic, Spanish, German or other languages is a plus.

HOW TO APPLY

To learn more about Education.org and see examples of our work see: <https://education.org/home>.

Please email a CV/Resume and a covering letter outlining how you match the required knowledge, experience and skills to: recruitment@education.org, with 'Head of Communications & Engagement application' in the e-mail address line.

If you would like to discuss the role or the application process, please contact Beverley Turton at: beverley@education.org.

Deadline: Please note that we aim to interview preferred candidates between 14th-30th November but reserve the right to close this vacancy early if we receive sufficient applications for the role. Therefore, if you are interested, please submit your application as soon as possible.

We are unable to offer work visas or permits and so any candidate will need to ensure you have the right to work for whichever country you are applying from.



Thank You



EDUCATION
.ORG

Improving evidence. Strengthening systems..
Transforming lives.

